



# Jozi Angels Case Study

Jozi  
Angels

February – July 2018 (6 month project period)

GinjaNinjaPR

Coverage  
Word Cloud

Jozi  
Angels



investment funding founder syndication  
investors startups innovation  
business Angels investor  
capital need director  
South Africa Jozi  
ecosystem Africa network  
Cassim startup  
corporate markets stage market process  
return creating President networks  
invested world.venture point  
become boost tax part one funds needs according  
eeds local allows role start play VC end early potential  
exciting culture African years growth period  
growing economic growth space years  
commitment companies international comma without media benefit change



# Overview

*AVE refers to the advertising value – essentially what the coverage would have cost you if it were advertising. This value is weighted by 3 – as editorial content (earned media) is perceived as being worth 3 times as valuable as paid for advertising.*

# J<sup>o</sup>zi Angels



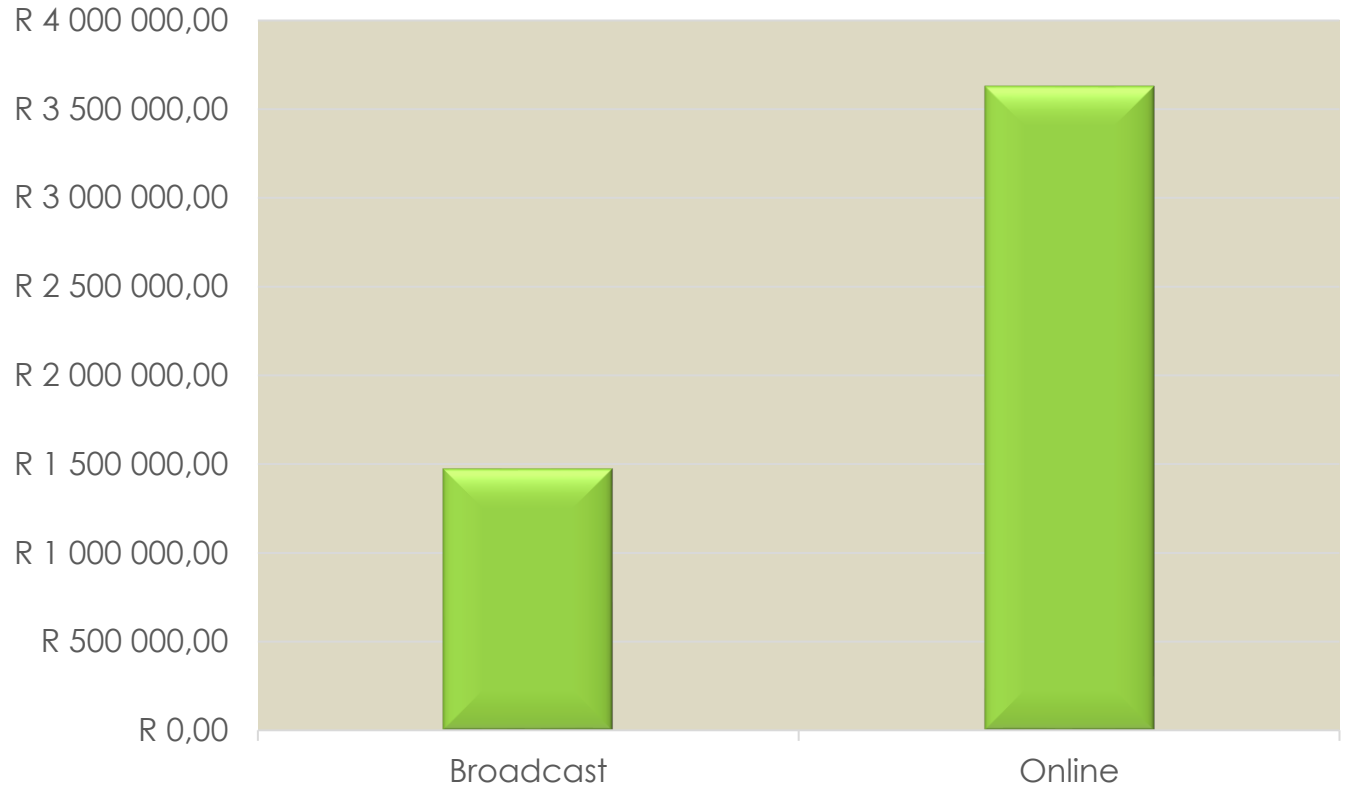
TOTAL AVE:

**R 5 102 230.59**

TOTAL ROI:

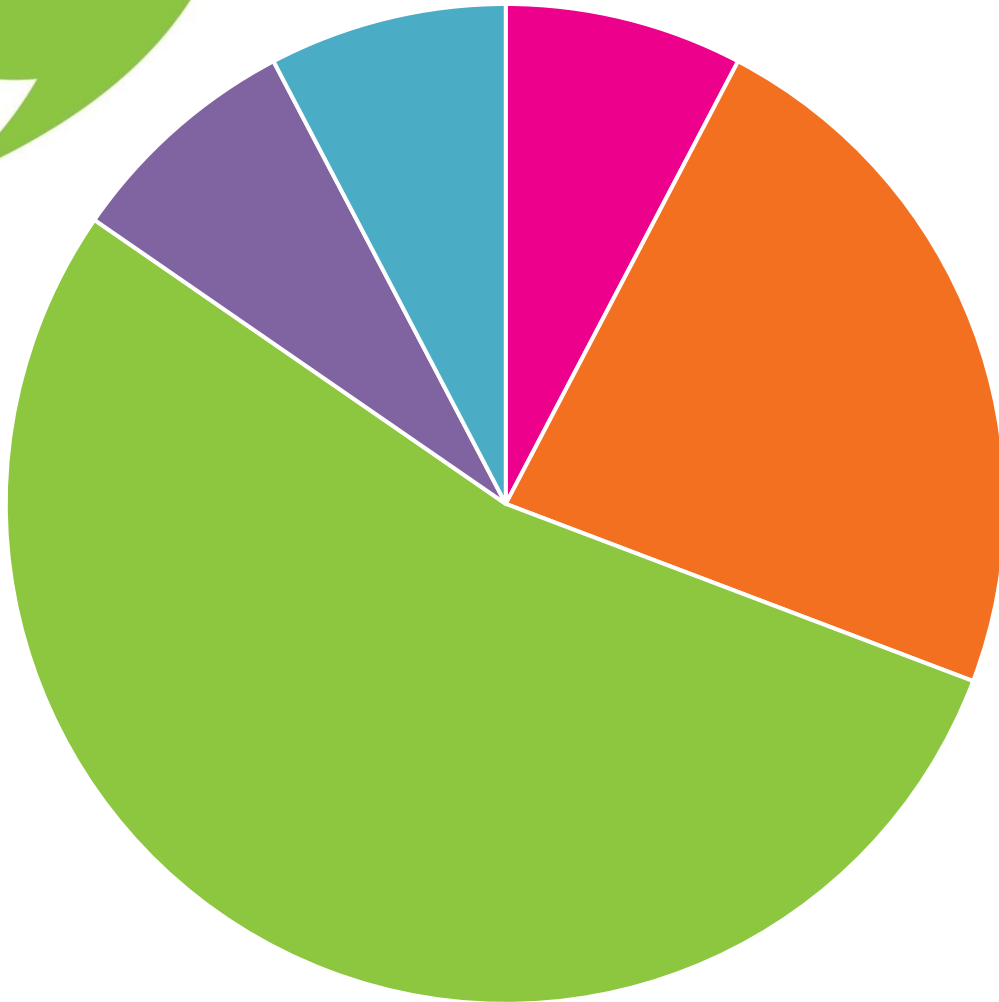
**1:94**

## AVE



Action Breakdown

J<sup>o</sup>zi  
Angels



- Profiles
- Press Releases
- Interviews
- Features
- Speaking Opportunities

## Action Breakdown

Jōzi  
Angels



- **3 Press Releases:**
  - South African startups need more angels
  - Boosting entrepreneurship one angel at a time
  - Untapped opportunity in Africa's emerging startup hubs
- **7 Interviews:**
  - Mark Walker – IDC
  - Just-Ice – Planet Haaibo, Radio 2000
  - Gugulethu Cele – Kaya Bizz, Kaya FM
  - Asanda Matsauyane – Change your Game, Channel Africa
  - Daniel Mpala – Ventureburn
  - Abongile Nzelenzele – Early Breakfast Show, Cape Talk
  - Larry Classen – Brainstorm Magazine
- **1 Profile:**
  - 40 under 40 – Destiny Man Magazine
- **1 Feature:**
  - What to consider when your start-up is looking for funding – Edgars Mar Magazine
- **1 Speaking Opportunity:**
  - FundEx

*Scheduled:*

*9 actions*

*Delivered:*

*13 actions*

Coverage Highlights



HOME OF THE AFROPOLITAN



Startup news /

## Jozi Angels made 15 investments worth R6m in last 3 years – Abu Cassim

By Daniel Npalum 13 March, 2018



Over the past three years, angel investor network *Jozi Angels* has made 15 investments totaling over R6-million says its founder and director Abu Cassim, who believes angel investing is picking up in South Africa.

The Johannesburg-based network of 18 angel investors was informally started around 2015 and incorporated in 2017.

"We're coming off a low base," said Cassim (pictured above) in an email, adding that angel investing is still "a relatively new concept" in South Africa, with not many people familiar with what's required or involved.

"But activity is picking up with respect to both interest and number of deals," he added.

***Jozi Angels is made up of 18 angel investors and was informally started in 2015 and incorporated in 2017***

We said that although there is more venture capital (VC) funding in the ecosystem — which he attributes to changes in the Income Tax Act — assessing that capital still remains a challenge for startups.

## South African startups need more angels

6th March 2018

251 0



# Jozi Angels



Abu Cassim, founder and director of Jozi Angels

In his recent SONA address, President Cyril Ramaphosa placed significant emphasis on small business and entrepreneurship. It is no secret that this sector is one of the keys to South Africa's economic freedom, but in reality, our startup ecosystem is still in its nascent stages. An improved investment landscape, more corporate commitment and grass roots entrepreneurial development are all needed if SMEs are to make the expected economic impact moving forward.

This is according to Abu Cassim, founder and director of Jozi Angels, an angel network that facilitates and helps grow startup ecosystems: "While South Africa compares favourably to other emerging markets, we have some catching up to do in comparison to American, European and certain Asian ecosystems. The potential is undoubtedly present, but we need more local understanding and commitment to creating a globally-comparable sector, particularly in the angel investor arena which a key catalyst elsewhere," says Cassim.

He says that a change to the startup landscape is required and angel investing needs to become part of the Johannesburg culture in much the same way as cryptocurrencies have become: "We picture a world where South Africans are standing around a braai gloating

NORTH AFRICA EAST AFRICA SOUTHERN AFRICA



SA startups need more angel investors

BY TOM JACKSON ON MARCH 8, 2018

In his recent State of the Nation Address (SONA), new South African president Cyril Ramaphosa placed significant emphasis on small business and entrepreneurship.

It is no secret that this sector is one of the keys to South Africa's economic freedom, but in reality, the country's startup ecosystem is still in its nascent stages. An improved investment landscape, more corporate commitment and grassroots entrepreneurial development are all needed if SMEs are to make the expected economic impact moving forward.

This is according to Abu Cassim, founder and director of *Jozi Angels*, an angel network that facilitates and helps grow startup ecosystems.

"While South Africa compares favourably to other emerging markets, we have some catching up to do in comparison to American, European and certain Asian ecosystems. The potential is undoubtedly present, but we need more local understanding and commitment to creating a globally-comparable sector, particularly in the angel investor arena which a key catalyst elsewhere," he said.



## Coverage Highlights

### Corporate employees called to become part of the startup ecosystem

April 17, 2015 • Southern Africa, Startups, Top Stories

Like 4 Tweet Share G+ Pin



Abu Cassim, founder and director of Jozi Angels

With corporates in the startup ecosystem at its peak, investor network, Jozi Angels has called on corporate employees to become part of the movement.

The role of corporates in the startup ecosystem is nothing new. Corporate companies help drive the growth of startup businesses and boost

Innovation. The Corporate Venture Capital (CVC) is one of the various ways that corporates go about engaging with the startup space and involves investment of corporate funds into young game changers. This strategy is fast entrenching itself globally, playing a key role in the development and success of international startups.

However, with little implementation from the CVC this has led to fewer corporates adopting this strategy locally.

Abu Cassim, founder and director of Jozi Angels, an angel network that facilitates and helps startups grow, says that while CVCs are a viable option in South Africa there's also a role for the corporate individual to play.

## Untapped opportunity in Africa's emerging startup hubs



BY TOM JACKSON

21 JUN 2015 | [SAVE](#) | [EMAIL](#) | [PRINT](#) | [PDF](#)



African startups are in a unique position to leverage innovation to answer some of the continent's most pressing challenges, but urgently need an enabling environment.



This is according to Abu Cassim, founder and director of [Jozi Angels](#), an angel network that invests in early-stage startups.

"Exciting opportunities exist in VC frontier markets like South Africa, Kenya and Nigeria along with other international emerging markets such as Indonesia, Poland, Mexico and the UAE."



### ABU CASSIM (38)

Founder and Director of Jozi Angels, Johannesburg

After working in asset management for close to a decade, Cassim launched two businesses: investor "dating site" Ground Flr (which he's subsequently left) and angel network Jozi Angels. While he doesn't focus much on what other angel networks are doing, he feels there's enough of the pie for a few more in the local market. "We're a very active network with regular meet-ups and conversations. We've tried to curate the member base to cover various business segments. This diversity offers value, in itself," he says.

Cassim believes the role of

an angel investor is to offer guidance, saying that the networks and knowledge they bring to the investment are more important than the capital. Jozi Angels is still growing and while it has a few portfolio companies which are excelling, Cassim points out that it's too early to call them successes. "I'm happy with what we've been able to achieve thus far, but not satisfied. We're 22 angels who've made over 30 investments, but we still have a long way to go. Our mission is to grow the early-stage investor base and we're only beginning to scratch the surface," he says.